

Data & Analytics

Team Data



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Oddvar



Andreas

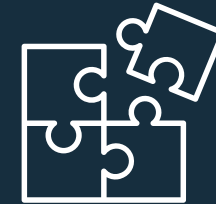
Utvikling



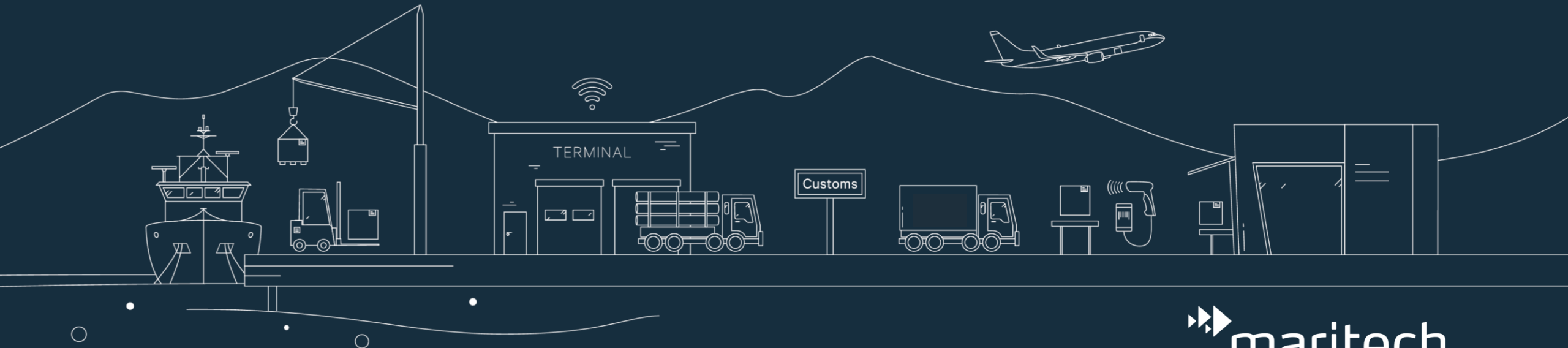
Data



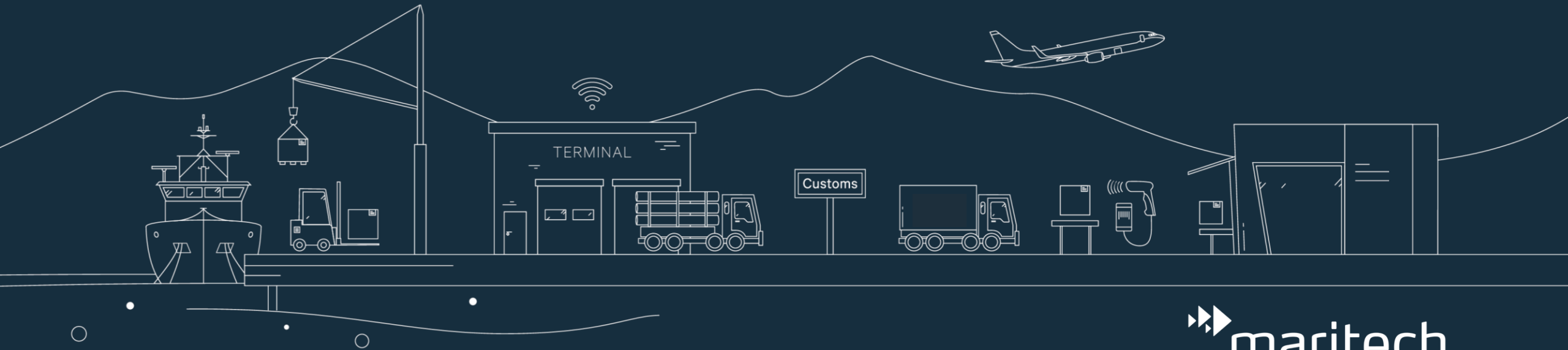
Karbonavtrykk
& bærekraft



Innovasjon



Behov

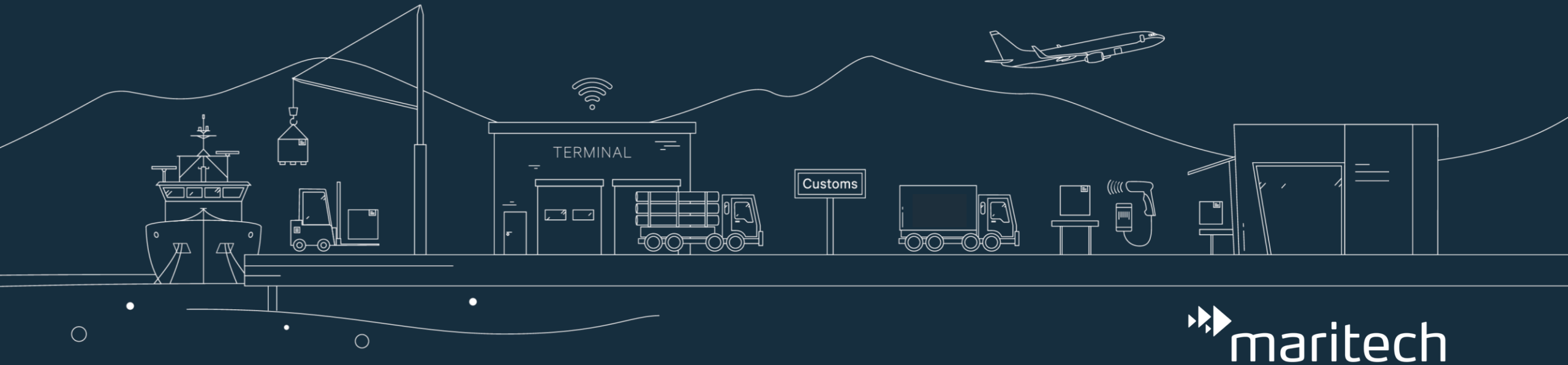


Behov

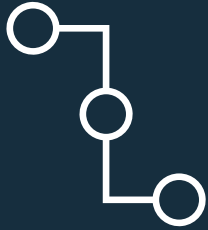


Hva er de viktigste problemstillingene bransjen står overfor? Og kan **teknologi, data/analyse** spille en rolle i å løse disse?

- Referansemåling?
- Deling av data gjennom verdikjeden?
- Datakvalitet?



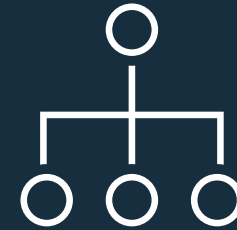
Anvendelser



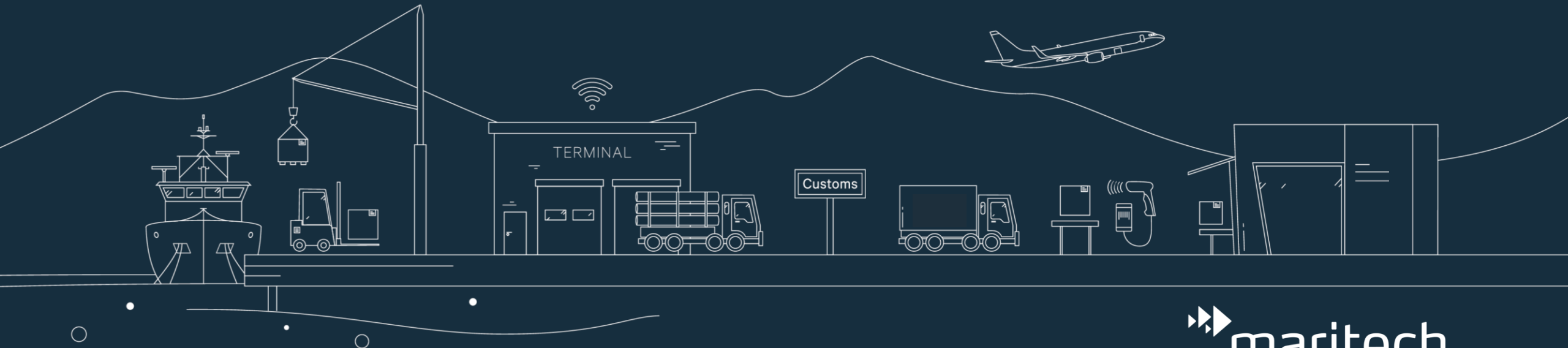
Sporbarhet

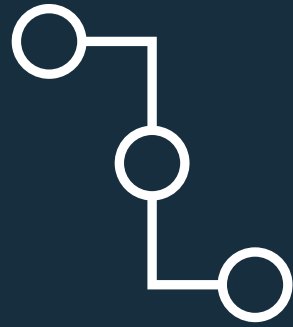


Bærekraftsrapportering

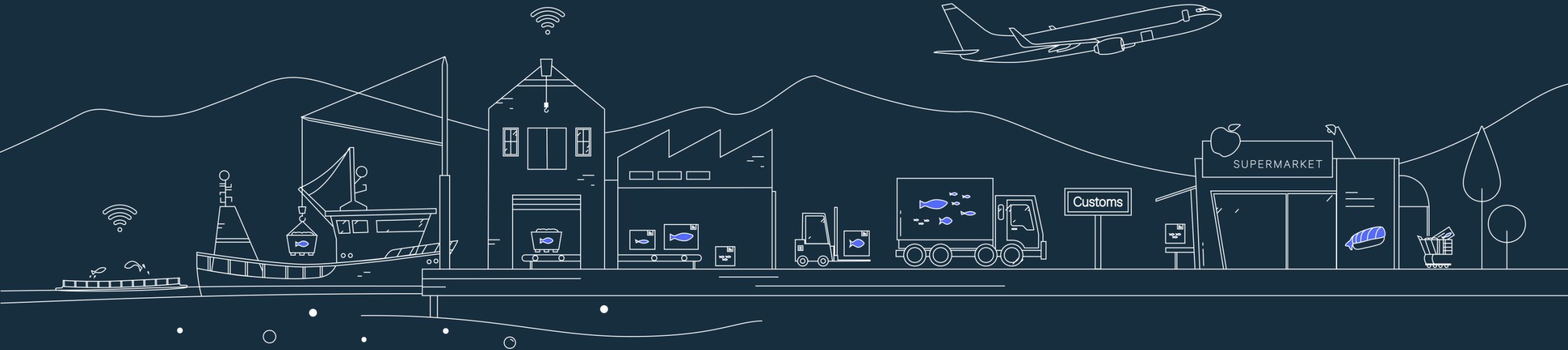


Datadeling





Sporbarhet



Verdikjedeoptimalisering

- Eliminere flaskehalser, effektivisere prosesser

Merkevarebygging

- Tillit og lojalitet gjennom transparens

Bærekraft

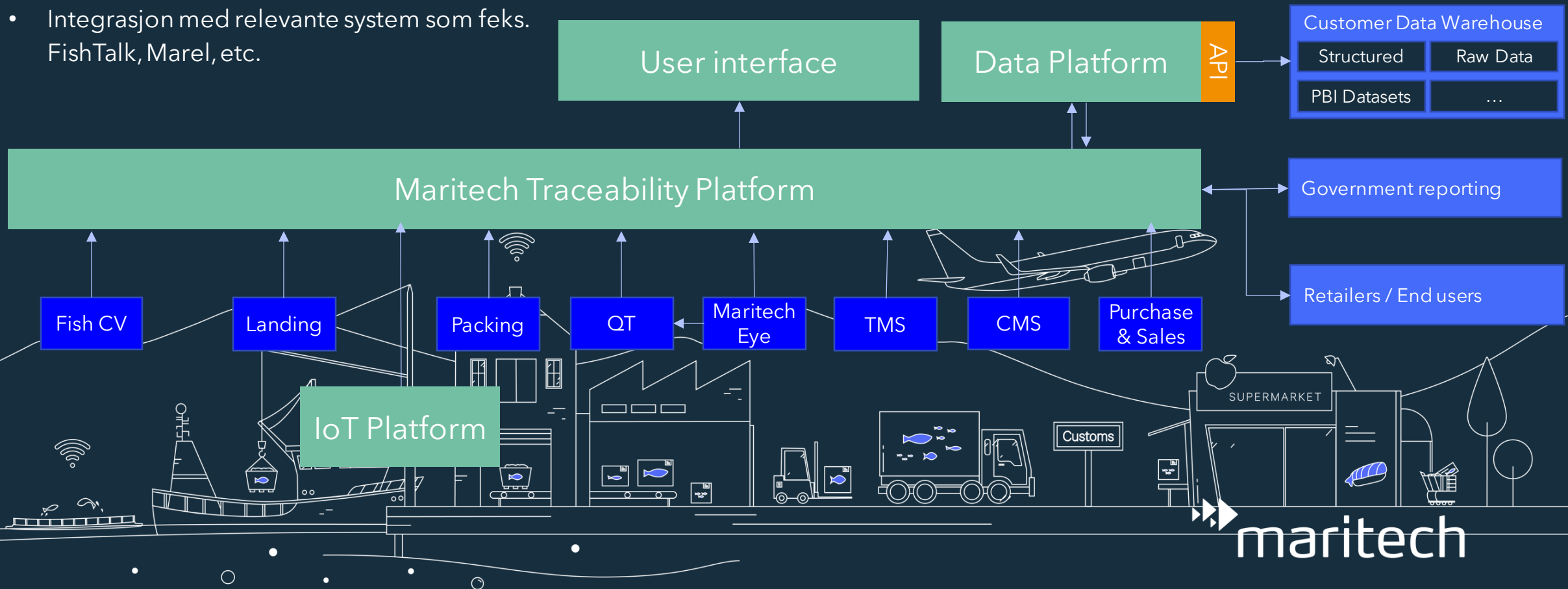
- CO₂, ESG, krav fra både marked og myndigheter

Tilbakekalling

- Håndtering av claims

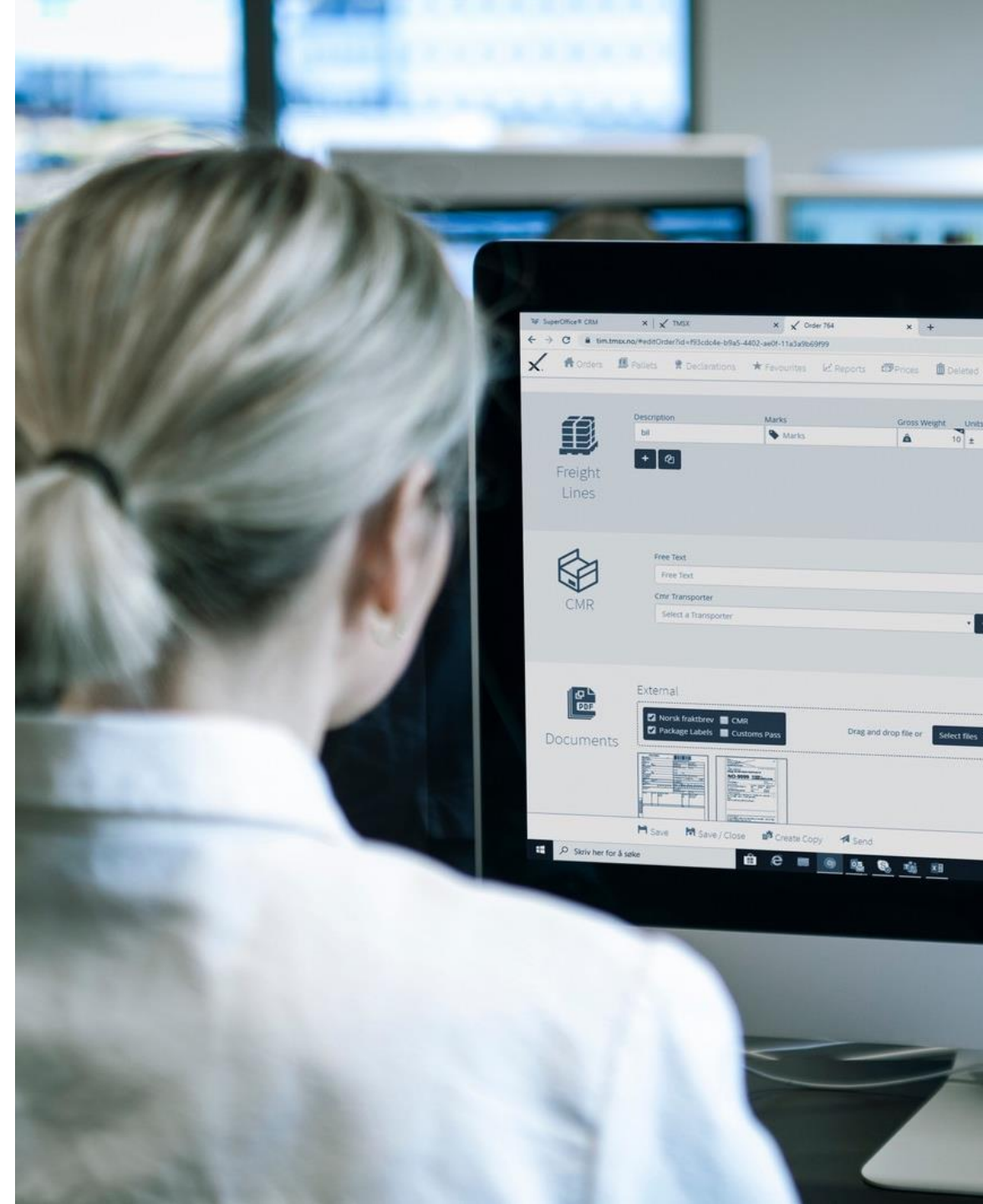
Maritech Traceability

- Automatisk eksport av sporingsinformasjon fra støttesystem
- Standardiserte dataformat for **interoperabilitet**
- Automatisk link av sporingsdata gjennom unike nøkler
- Sporingsdata kan inkludere **opphav, før, medisiner, CO₂ avtrykk, produksjon** og **transport**
- Integrasjon med relevante system som feks. FishTalk, Marel, etc.



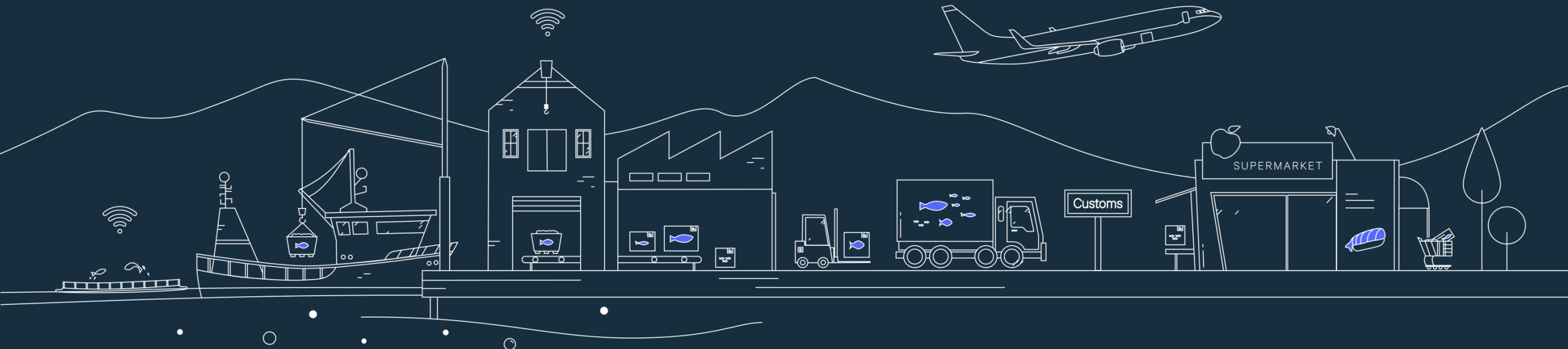
For eksempel:

- Verifiserbar og sikker informasjon for hvert salg
 - **Opprinnelse:** CV, produksjon & nøkkelhendelser
 - **Bærekraft & ESG:** CO₂ avtrykk & ESG-informasjon
 - **Kvalitet:** Kvalitetsdata fra QT, Maritech Eye, kjølekjede etc.
 - Dokumentere **ingredienser** for VAP
 - Skreddersydde **datapakker** per kunde
- Identifisere alle salg knyttet til en batch
- Effektive tilbakekallinger
- Verdikjedeoptimalisering
- Kundeengasjement, feedback





Bærekraftsrapportering



The background of the image is a scenic landscape of a fjord with snow-capped mountains and a small village. The sky is a clear, pale blue. The text 'ESG' is prominently displayed in the center, with 'Environmental', 'Social', and 'Governance' written below each letter respectively. The 'E' is on the left, 'S' is in the middle, and 'G' is on the right. The overall color palette is cool, dominated by blues and greys.

E
Environmental

S
Social

G
Governance



SALTY GIRL
SEAFOOD

**TRACE
THIS
FISH**
SEE BACK FOR DETAILS

BLACK COD

WITH SWEET & SMOKY TERIYAKI

1%
FOR THE
PLANET



EASY TO PREPARE

SUSTAINABLY
SOURCED

FULLY
TRACEABLE

CAUGHT IN
THE WILD

GLUTEN
FREE

KEEP FROZEN - NET WT 6 OZ (170G)

Atlantic Cod



Caught at sea
From Iceland
Method Longline

EAT 2



With the exception of Atlantic cod from the northeast Arctic, Iceland, Celtic Sea and Baltic all other cod stocks are overfished, inefficiently managed or at an unknown level.

World Fish Stocks

Over recent decades, the once beautiful cod has been so depleted that government officials now say that it stands on the verge of extinction.



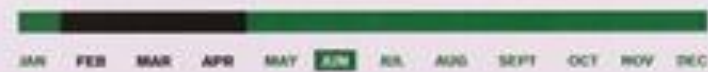
Global capture (millions of tonnes)

Amount of fish globally caught, meaning fish levels have declined rapidly due to over exploitation.



Cod seasonality

Avoid buying fish during their breeding or spawning times, the 'black' months. Fish are below the size at which they mature. Buy fish during the 'green' months, these months are outside the breeding season and the best time to enjoy eating them.



All information is sourced from the Marine Conservation Society. For further information visit www.mcsuk.org

For more information on this fish, scan the QR code below



USE BY:

Forbrukerprodukt med ESG-merking har en høyere volumvekst enn standardprodukt

Vekst i detaljhandel, USA, CAGR 2018-22, %



Forskjell i vekstrate for sjømatprodukt

+3.0 %-poeng

Kilde: McKinsey and Nielsen, 2023

Rapporterer og analyserer CO₂ - utslipp

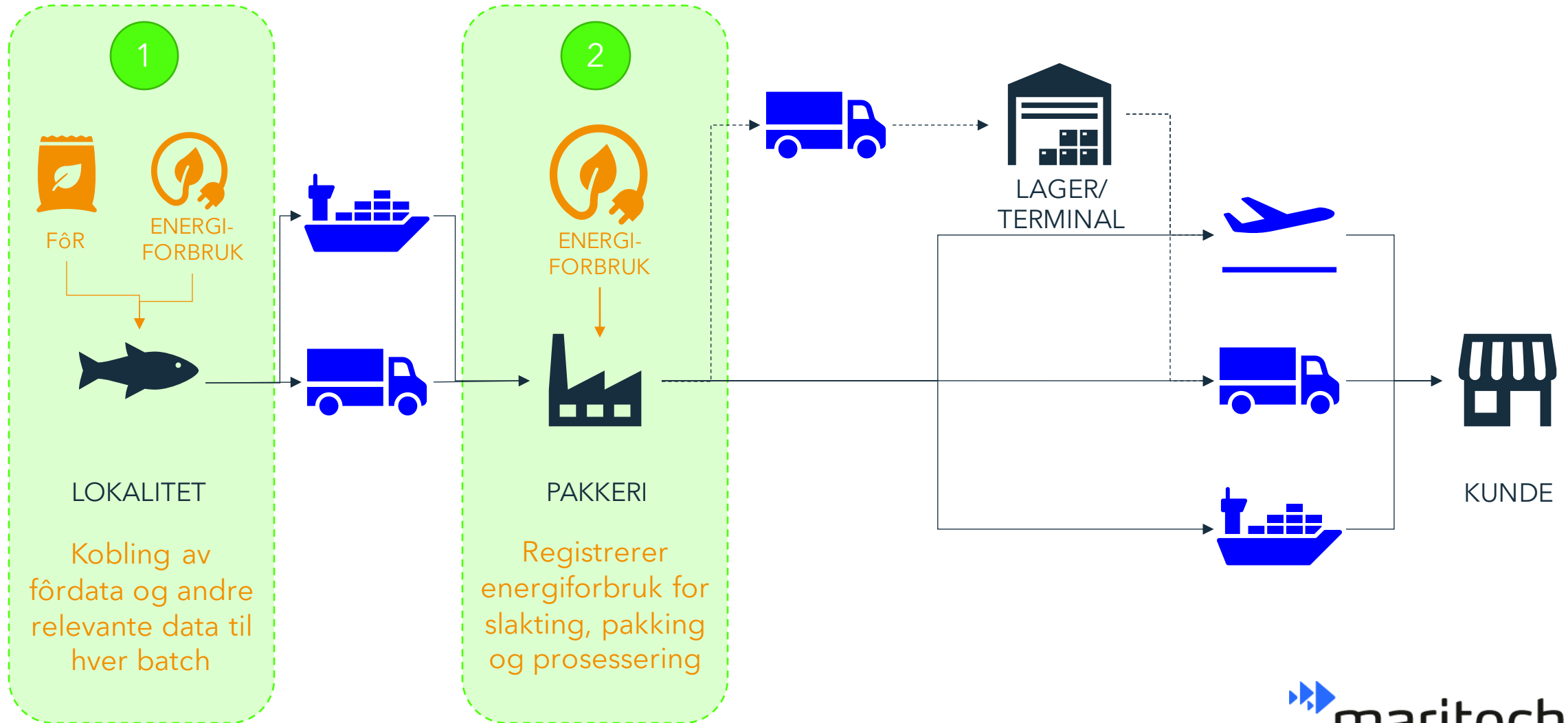
Automatisert datafangst i sanntid

Hjelper deg å møte fremtidens krav til bærekraftsrapportering og utslippskutt

Maritech Bærekraftsrapportering



Utslippskjede



Rapporterer utslipp fra transport av sjømat fra

- Lokalitet til pakkeri
- Pakkeri, via terminal, til sluttkunde

Med Maritech CO₂ rapportering kan du

Rapportere totale utslipp knyttet til



Individuelle ordrer og paller



Produkt og produktgrupper



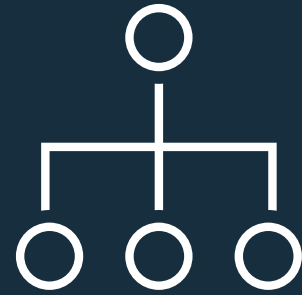
Kunder, kundegrupper og land



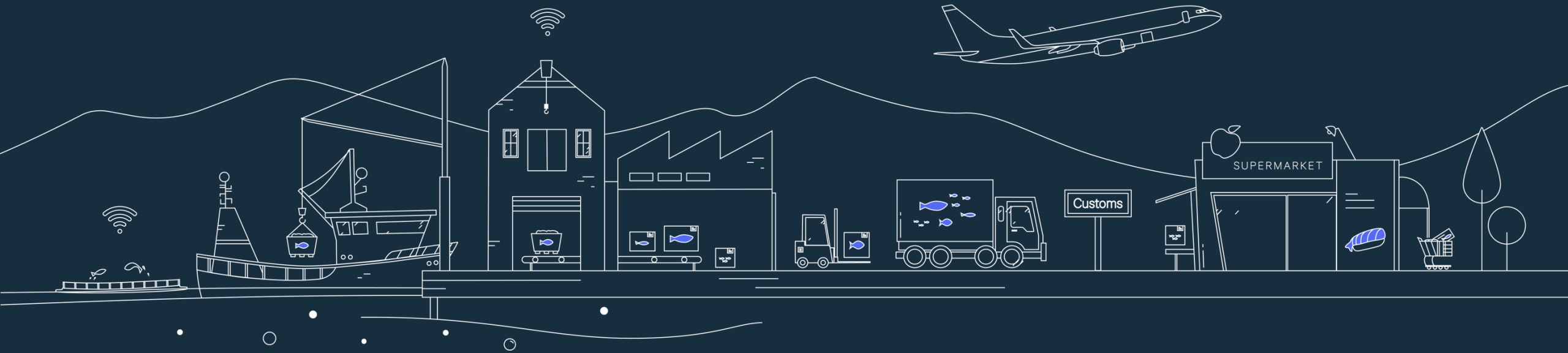
Transportører, transportmetoder & ruter

Dokumentere at utslippene er beregnet i henhold til anerkjente standarder

Analysere og måle effekt av utslippskutt



Datadeling



1

Læring på tvers for å forbedre operasjonell effektivitet

2

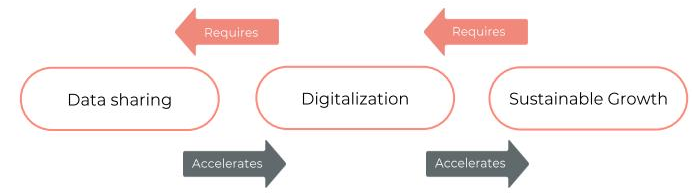
Møte krav til transparens i verdikjeden, inkludert ESG-rapportering

Datadeling

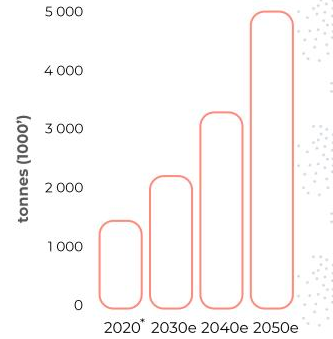
One for all, all for one

An industry united around data sharing is essential for reaching the five-million-tonnes vision by 2050, while competing in a global market for sustainable animal and alternative proteins^{21, 23}

Sustainable growth will require more digitalization. More digitalization is dependent on more data sharing.



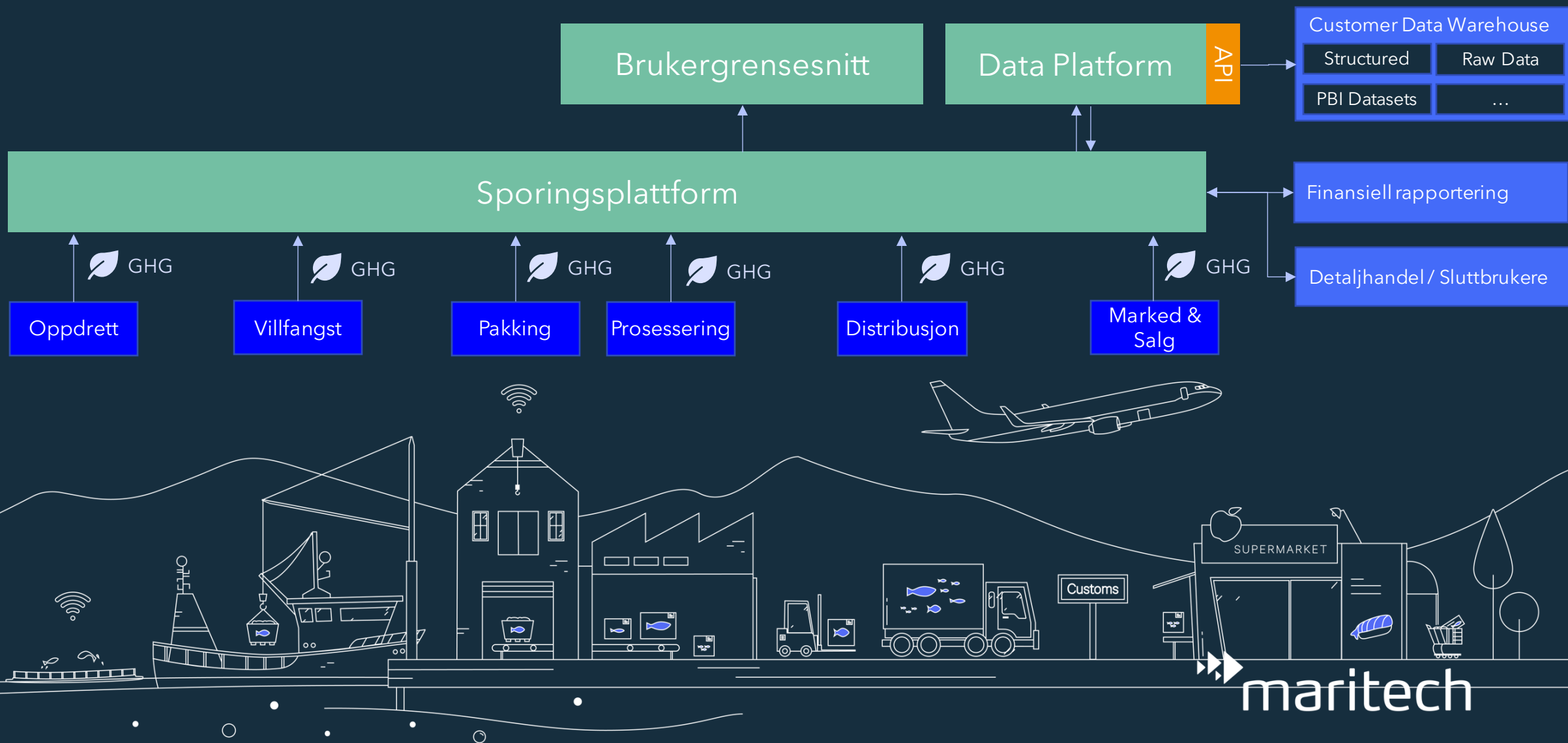
By increasing the amount of data and trust in data models, data sharing will accelerate digitalization and therefore production growth.



The national ambition of 5 million tonnes of salmon in 2050 will require significant improvements in production



Eksempel: ESG-rapportering



10%

Bruk av koblede data, analyse og maskinlæring kan bidra til en **5% til 10% reduksjon i transportrelaterte CO₂-utslipp**

Kilde: BCG

Eksempel: Benchmarking

Maritech Dataplattform gjør det mulig å gjennomføre **benchmarking-studier** og å levere aggregert **markedsinnsikt**

1 Hvor god er du?

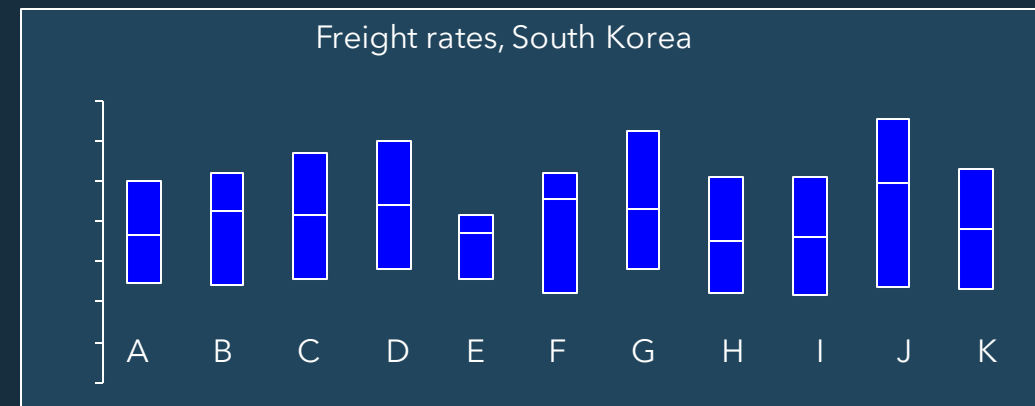
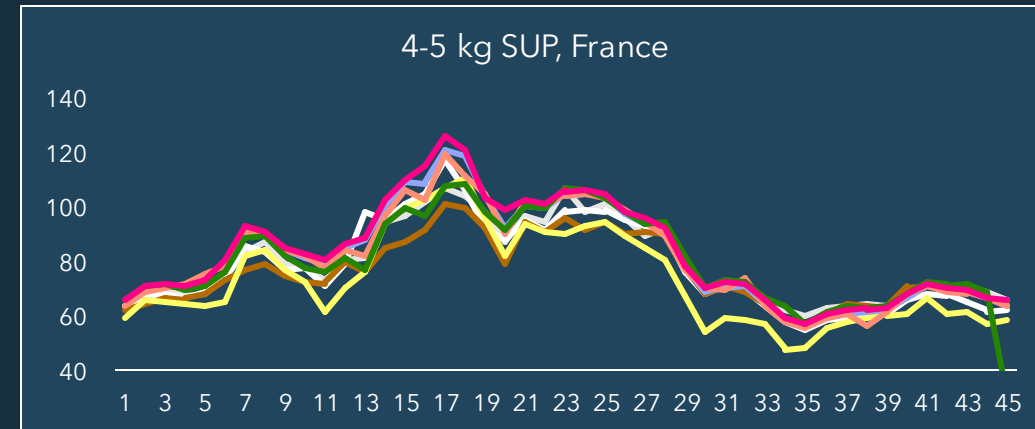
Sammenlign resultater og effektivitet med bransjesnittet og viktige konkurrenter

2 Hvordan kan du forbedre deg?

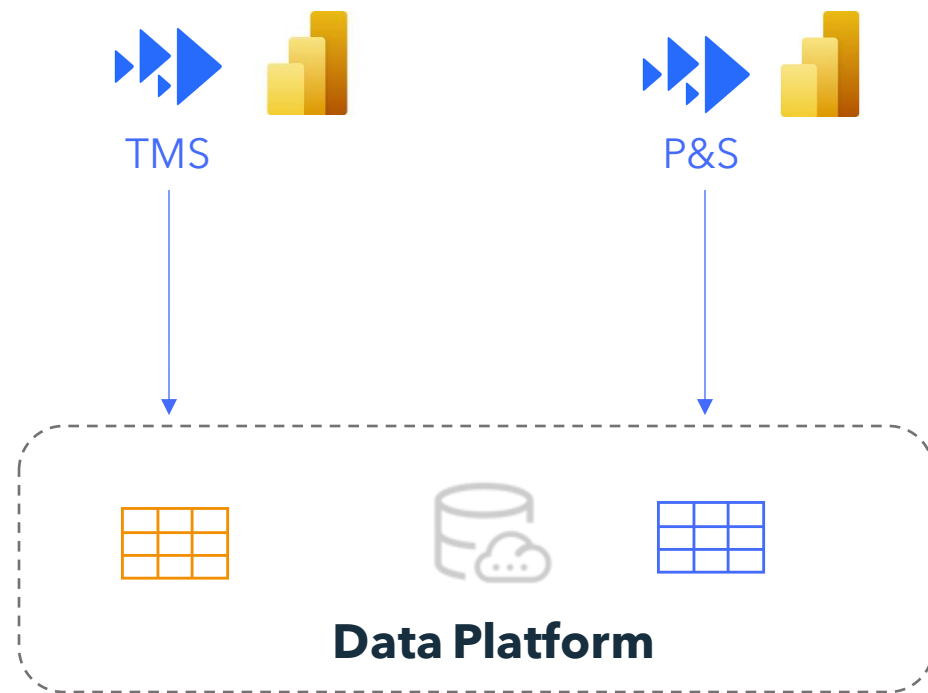
Øk markedsandeler og forbedre lønnsomheten ved å analysere kostnader, effektivitet og utslipp

3 Hva skjer fremover?

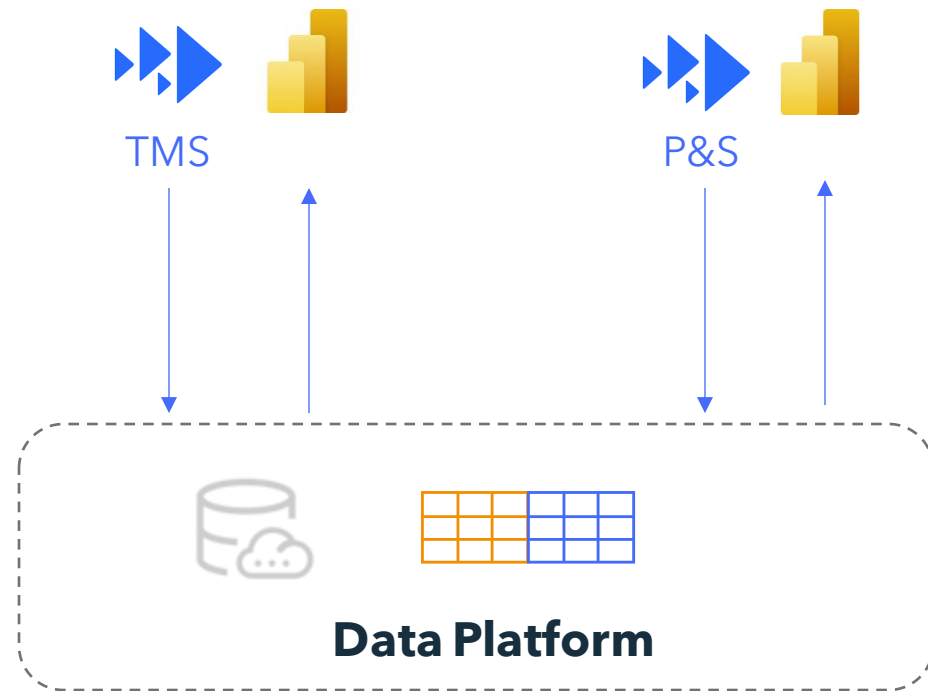
Følg med på din markedsposisjon over tid for å kunne identifisere og reagere på endringer



Datadeling i Maritechs økosystem



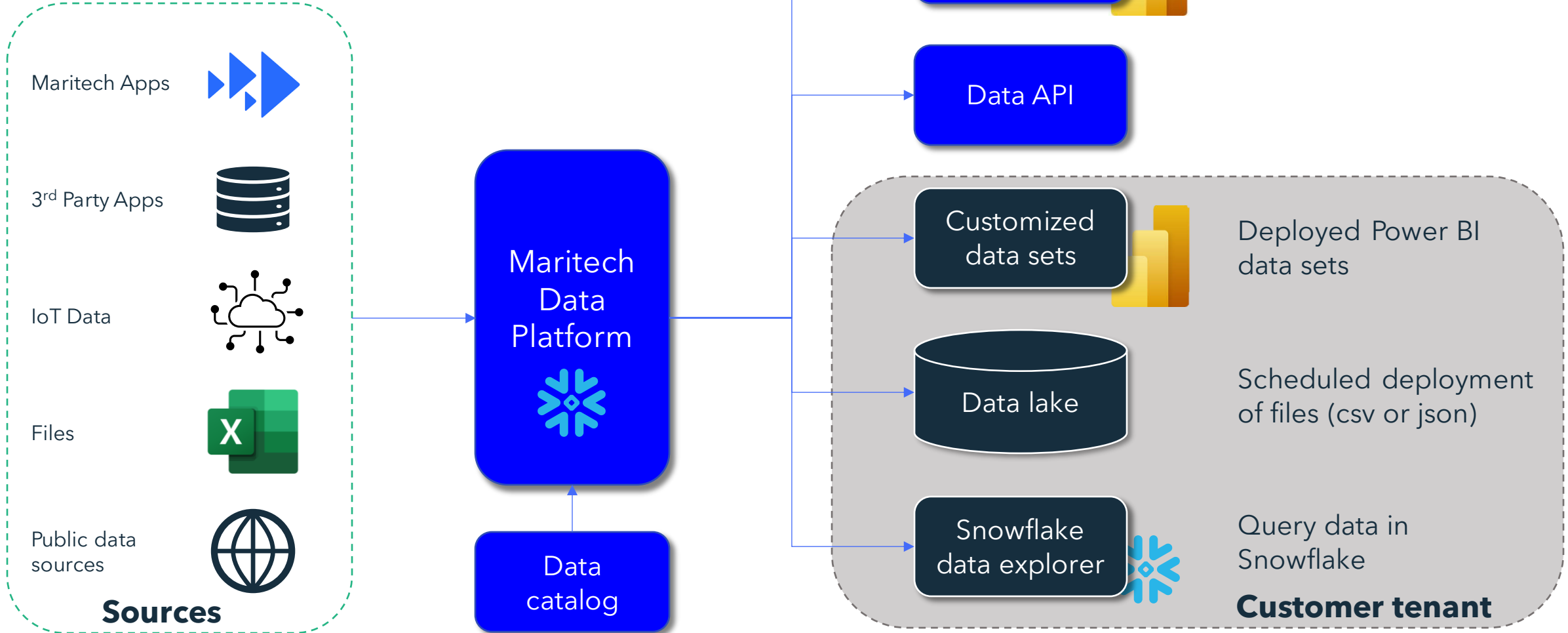
Datadeling i Maritechs økosystem



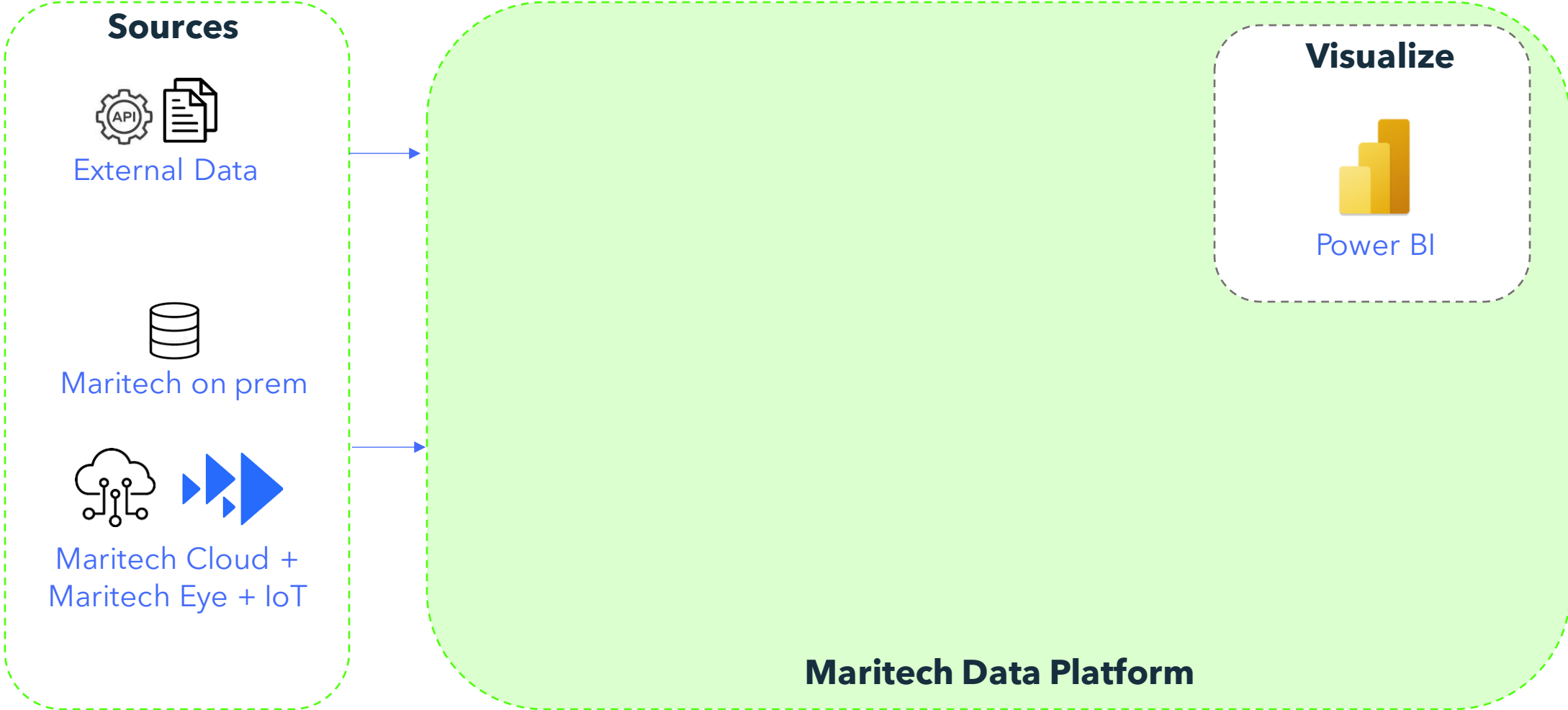
Dataplattform



Maritech Data Platform



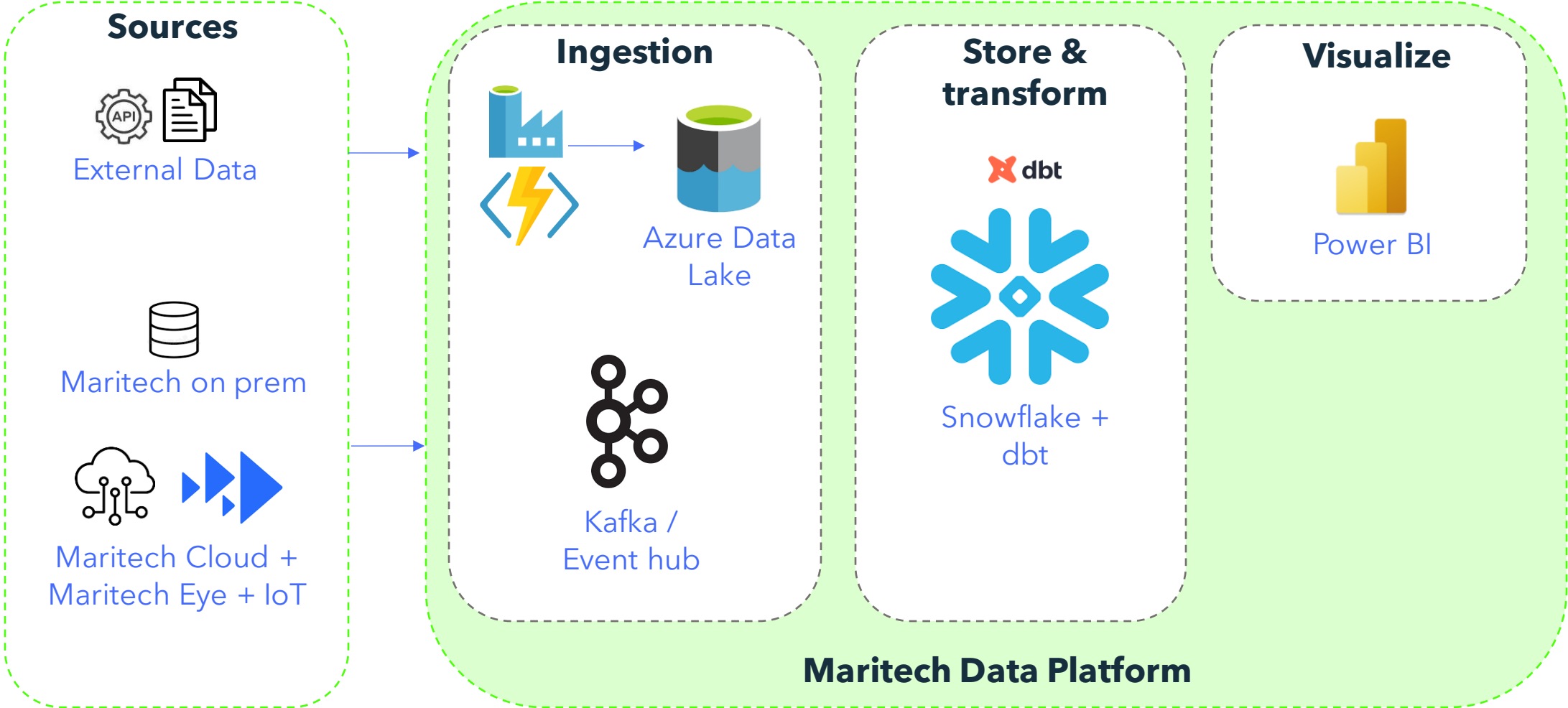
Maritech Data Platform: Architecture



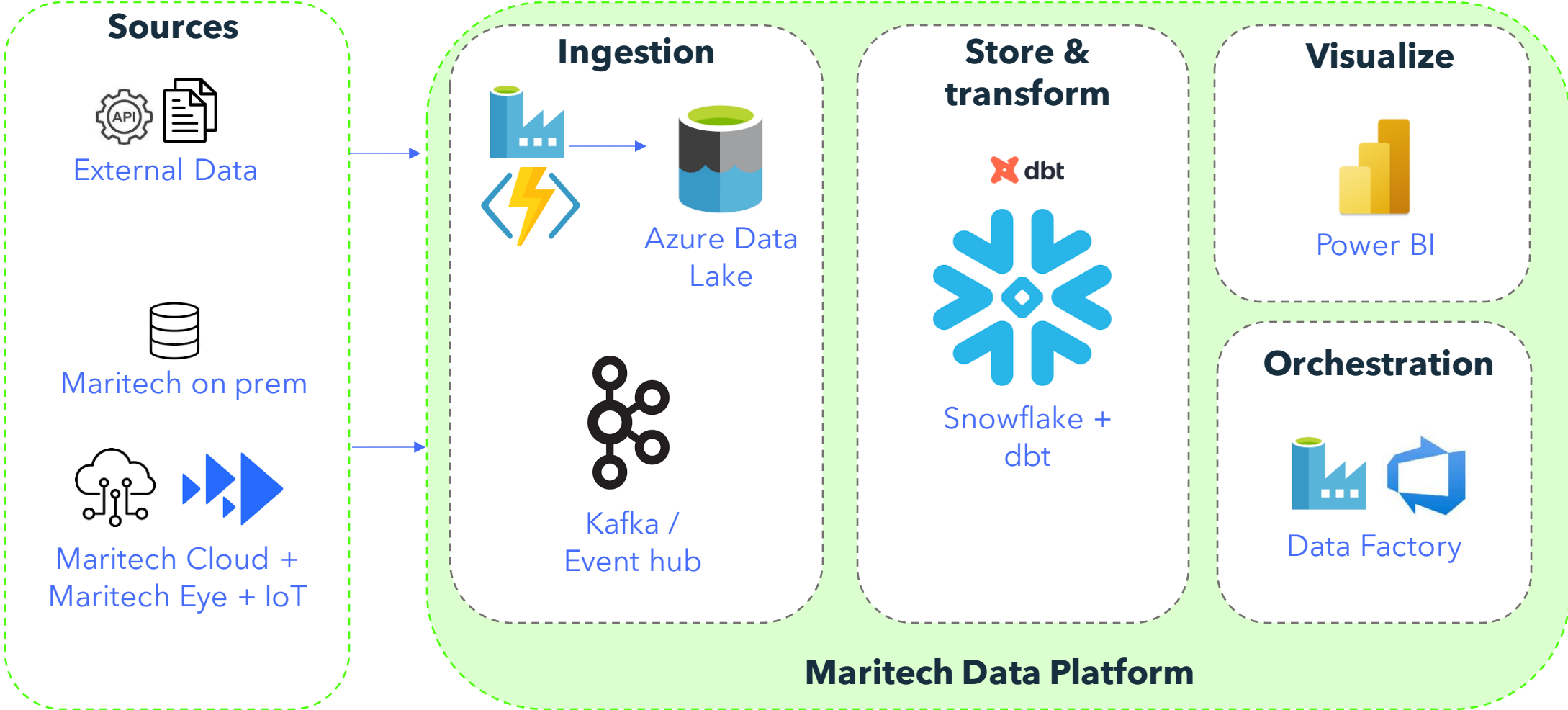
Maritech Data Platform: Architecture



Maritech Data Platform: Architecture



Maritech Data Platform: Architecture

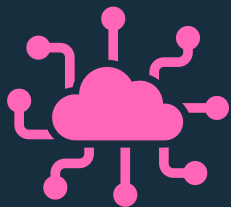


Hvorfor?

- Alle **data samlet** på ett sted
- Mulighet for å **sammenstille** data fra ulike kilder
- Enkel **tilgang og deling** av data
- Rask utvikling av **ny funksjonalitet**
- **Kontroll og kvalitet**

Data & Analyse

– Se hva som skjer



Dataplattform

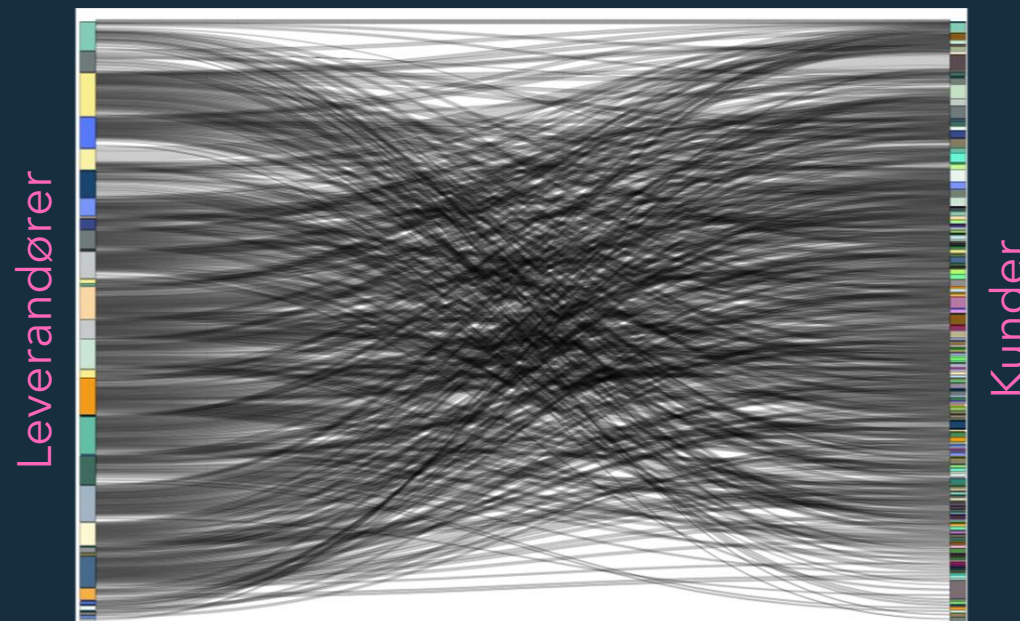
- Datakvalitet og ytelse
- Datadeling & benchmarking
- Sporing & miljørapportering



Kunstig intelligens

- Smart Allocation
- Transportplanlegging
- Prognoser

Smart Allocation



Kunstig "intelligens"

0

what is the price difference between sup and ord salmon?



The price difference between wild-caught or "sup" salmon and farmed or "ord" salmon can vary depending on several factors such as location, quality, market conditions, and consumer preferences. Generally, wild-caught salmon tends to be more expensive compared to farmed salmon.

Smart Allocation

Produktvisjon

- Bruke KI til å foreslå en optimal allokering av fisken

Forventet gevinst

- Høyere marginer
- Raskere beslutninger
- Raskere & enklere oppdateringer når forholdene endrer seg
- Frigjøre tid hos planleggere og selgere

Forskningspartnere

- Møreforskning og Høgskolen i Molde

INPUT

Locations

- Supply forecast
- Certification status
- Disease status

Customers

- Orders: Quantity, quality, price & size
- Certification & location criteria
- Date of delivery
- Customer priority
- Customer flexibility



RESULT

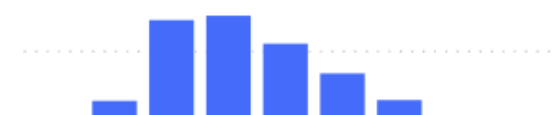
Customer 1



Customer 2



Customer 3



Customer 4



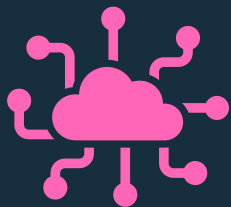
Customer 5



1-2 2-3 3-4 4-5 5-6 6-7 7-8 8-9 9+
KG KG KG KG KG KG KG KG KG

Data & Analyse

– Se hva som skjer



Dataplattform

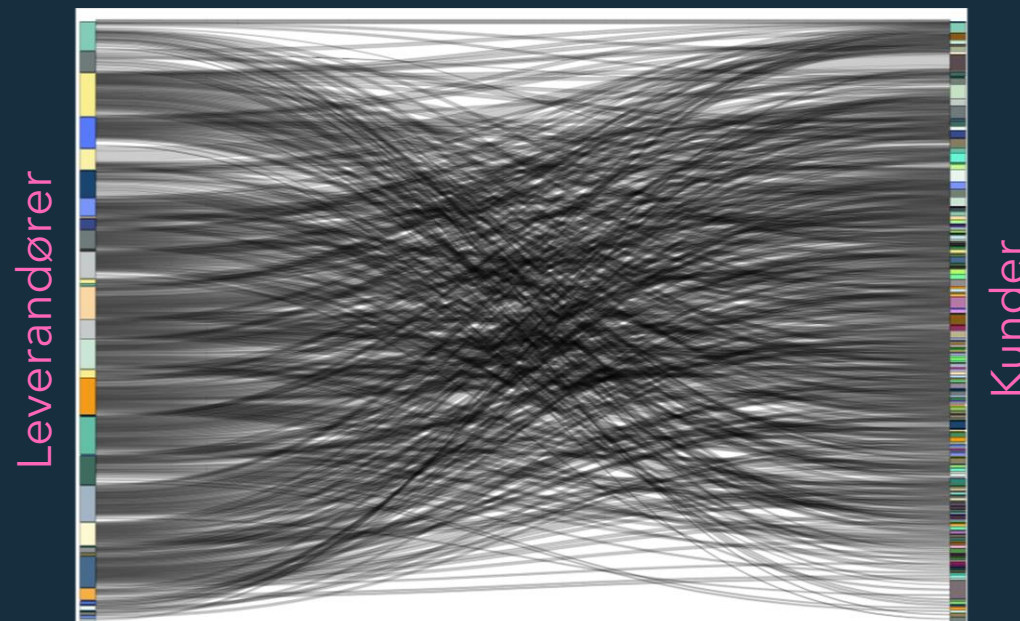
- Datakvalitet og ytelse
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Kunstig intelligens

- Smart Allocation
- Transportplanlegging
- Prognoser

Smart Allocation





Q&A